

**BUSINESS NEWS**

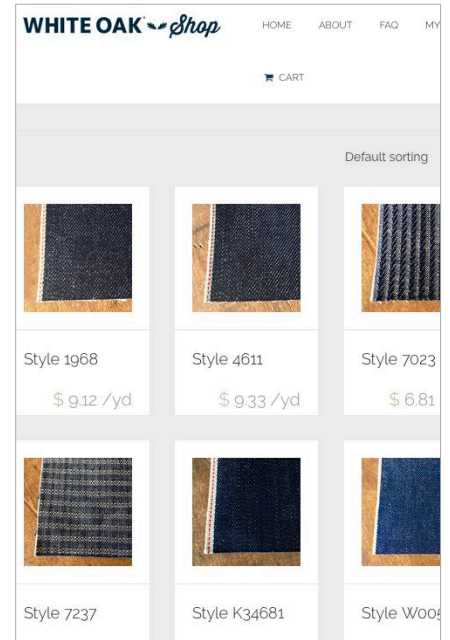
## Cone Denim sells to consumers directly via new e-shop

09 May. 2016 *By Maria Cristina Pavarini*

As part of Cone Denim’s 125th anniversary celebrations, which coincides with 110 years passing since the White Oak mill started operations in Greensboro NC, Cone Denim has launched [The White Oak Shop](#). This initiative allows consumers, young designers and small companies to buy small fabric quantities without minimum order quantities.


The new e-shop launched at the beginning of 2016, initially selling a selection of premium selvage denims woven on American Draper X-3 selvage looms. Since May 2016, some New Natural Indigo denims and shirting fabrics are available, too. Aside from inviting customers to buy rolls of denim fabric with the click of a mouse, White Oak Shop offers them tools and guidelines covering fabric specifications, spreading, plotting and the cutting of selvage garments. In addition, customers are invited to explore the history of Cone Denim and White Oak.

Right: Denim samples in the White Oak web shop



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The *White Oak Shop* is Cone Denim® Mill's exclusive online storefront offering up select styles of our premium selvage denim's in personal-sized quantities to fellow denim enthusiasts and aspiring designers. With the *White Oak Shop* now everyone has the opportunity to work with vintage constructions woven on American Draper X-3 model selvage looms, easily ordering online and without the limitation of meeting minimum order quantities. These particular denim fabrics are not found anywhere else in the world, fueling the natural passion and inspiration for denim designers and their connections to the historic White Oak® Mill.

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“The White Oak Shop initiative is very exciting as it gives us the opportunity to sell directly online to denim enthusiasts and aspiring designers who were previously limited by minimum order quantities,” commented Kara Nicholas, vice president product design and marketing. “Vintage constructions from American Draper fly shuttle looms are not available anywhere else in the world, fueling the natural passion and inspiration for denim designers and their connection to White Oak. It’s the perfect time to extend our reach and celebrate the entrepreneurial roots and heritage that are the cornerstones of Cone Denim.”

Left: Screenshot from Cone Denim's new White Oak web shop